## Mumbai University

**Question Paper** 

[IDOL - OLD COURSE] (MAY - 2018)



## CUSTOMER RELATIONS MANAGEMENT

## MUMBAI UNIVERSITY

## **CUSTOMER RELATIONSHIP MANAGEMENT**

B.Sc.IT

QUESTION PAPER

Time: 3 Hours

(MAY - 2018 | IDOL - OLD COURSE)

(SEMESTER - VI)

Total Marks: 100

| N.B.: (1) Question No. 1 is Compulsory.  (2) Attempt only four from Cuestion Nos. 2 to 7.  (3) Make subtable Assumptions Wherever Necessory And State The Assumptions Made.  (4) Answer To The Same Cuestion Must be Written Together.  (5) Answer To The Right Indicates Marks.  (6) Draw Near Labeled Diagrams Wherever Necessory.  (8) ATTEMPT THE FOLLOWING QUESTIONS: (20 MARKS)  (8) Write a short note on ACD.  (9) What are different technology components of CRM? Explain all the components with suitable example.  (9) What are different technology components of CRM? Explain all the components with suitable example.  (9) Explain the six E's associated with e-CRM in any business organization.  (1) Write short note on ASP.  (2) ATTEMPT THE FOLLOWING QUESTIONS: (20 MARKS)  (3) Describe the steps to be followed before implementing CRM?  (4) Describe the steps to be followed before implementing CRM?  (5) Explain the six E's associated with e-CRM in any business organization.  (5) Write short note on ASP.  (6) Write short note on ASP.  (7) Write short note on ASP.  (8) Give a detailed description of campaign and management.  (8) Give a detailed description of campaign and management.  (8) Give a detailed description of campaign and management.  (9) ATTEMPT THE FOLLOWING QUESTIONS: (20 MARKS)  (1) Account Management  (1) Pipeline Management  (2) ATTEMPT THE FOLLOWING QUESTIONS: (20 MARKS)  (A) What are the advantage of ASP implementation?  (B) Explain the technological components of CRM.  (C) Describe the advantage of ASP implementation?  (A) Explain the technological components of CRM.  (b) What is embedded permission marketing? Discuss along with proper example.  (c) What are the different features of e-CRM?  (6) What is embedded permission marketing? Discuss along with proper example.  (6) What is embedded permission marketing? Discuss along with proper example.  (6) What is embedded permission marketing? Discuss along with proper example.  (6) What is embedded permission marketing? Discuss along with proper example.  (7) Wr |  |  | _          |  |
|--|--|--|------------|--|
| (A) "Good Customer intelligence can create best customer". Justify the statement. (5) (B) Write a short note on ACD. (5) (C) What are the components of E-CRM? (5) (D) What are different technology components of CRM? Explain all the components with suitable example.  Q.2 ATTEMPT THE FOLLOWING QUESTIONS: (20 MARKS) (A) Describe the steps to be followed before implementing CRM? (5) (B) Explain the six E's associated with e-CRM in any business organization. (5) (C) Define IVR. (5) (D) Write short note on ASP. (5) (D) Write short note on ASP. (5) (A) Define data synchronization process for SFA. Also explain why a llexible technology is required. (8) (G) Give a detailed description of campaign and management. (6) (C) Write short notes on: (6) (I) Account Management (II) Pipeline Management (III) Account Management (III) Account Management (III) Account Management (III) Account  | <ul> <li>(2) Attempt any four from Question Nos. 2 to 7.</li> <li>(3) Make Suitable Assumptions Wherever Necessary And State The Assumptions Made.</li> <li>(4) Answer To The Same Question Must Be Written Together.</li> <li>(5) Number To The Right Indicates Marks.</li> </ul> |  |            |  |
| (A) Describe the steps to be followed before implementing CRM?  (B) Explain the six E's associated with e-CRM in any business organization.  (C) Define IVR.  (D) Write short note on ASP.  (A) Define data synchronization process for SFA. Also explain why a llexible technology is required.  (B) Give a detailed description of campaign and management.  (C) Write short notes on:  (I) Account Management  (II) Pipeline Management  (II) Pipeline Management  (II) Pipeline Management  (II) Describe the advantage of ASP implementation?  (B) Explain the technological components of CRM.  (C) Describe the advantage of integrating closed-loop feedback with e-marketing.  (A) Explain the four phases of any CRM project.  (B) What is embedded permission marketing? Discuss along with proper example.  (C) What are the different features of e-CRM?  (A) Explain the technological components of CRM.  (B) Explain the four phases of any CRM project.  (B) What is embedded permission marketing? Discuss along with proper example.  (C) What are the different features of e-CRM?  (A) ATTEMPT THE FOLLOWING QUESTIONS: (20 MARKS)  (A) Why do we need kick-off meeting with implementation of CRM and explain who all are involved in the meeting?  (B) Explain the term "Opt-in: Opt-out".  (C) What are the advantages and disadvantages of ASP?  (A) Differentiate CRM and e-CRM.  (B) Explain the importance of CLC in CRM.  | (A)<br>(B)<br>(C)  | "Good Customer intelligence can create best customer". Justify the statement. Write a short note on ACD. What are the components of E-CRM? What are different technology components of CRM? Explain all the components with suitable | (5)<br>(5) |  |
| (A) Define data synchronization process for SFA. Also explain why a llexible technology is required.  (B) Give a detailed description of campaign and management.  (C) Write short notes on: (i) Account Management (ii) Pipeline Management (ii) Pipeline Management  (A) What are the advantage of ASP implementation? (B) Explain the technological components of CRM. (C) Describe the advantage of integrating closed-loop feedback with e-marketing. (B) Explain the four phases of any CRM project. (B) What is embedded permission marketing? Discuss along with proper example. (C) What are the different features of e-CRM? (E) What are the different features of e-CRM? (E) Why do we need kick-off meeting with implementation of CRM and explain who all are involved in the meeting? (E) Explain the term "Opt-in: Opt-out". (E) What are the advantages and disadvantages of ASP? (E) What are the advantages and disadvantages of ASP? (E) What are the advantages and disadvantages of ASP? (E) What importance of CLC in CRM. (B) Explain the importance of CLC in CRM.  | (A)<br>(B)<br>(C)  | Describe the steps to be followed before implementing CRM?  Explain the six E's associated with e-CRM in any business organization.  Define IVR.   | (5)<br>(5) |  |
| (A) What are the advantage of ASP implementation? (B) Explain the technological components of CRM. (C) Describe the advantage of integrating closed-loop feedback with e-marketing. (G)  Q.5 ATTEMPT THE FOLLOWING QUESTIONS: (20 MARKS)  (A) Explain the four phases of any CRM project. (B) What is embedded permission marketing? Discuss along with proper example. (G)  (C) What are the different features of e-CRM? (G)  Q.6 ATTEMPT THE FOLLOWING QUESTIONS: (20 MARKS)  (A) Why do we need kick-off meeting with implementation of CRM and explain who all are involved in the meeting? (G)  (B) Explain the term "Opt-in: Opt-out". (G)  (C) What are the advantages and disadvantages of ASP? (G)  Q.7 ATTEMPT THE FOLLOWING QUESTIONS: (20 MARKS)  (A) Differentiate CRM and e-CRM. (S)  (B) Explain the importance of CLC in CRM. (S)   | (A)<br>(B)   | Define data synchronization process for SFA. Also explain why a llexible technology is required. Give a detailed description of campaign and management.  Write short notes on:  (i) Account Management                              | (6)        |  |
| <ul> <li>(A) Explain the four phases of any CRM project.</li> <li>(B) What is embedded permission marketing? Discuss along with proper example.</li> <li>(C) What are the different features of e-CRM?</li> <li>(G) ATTEMPT THE FOLLOWING QUESTIONS: (20 MARKS)</li> <li>(A) Why do we need kick-off meeting with implementation of CRM and explain who all are involved in the meeting?</li> <li>(B) Explain the term "Opt-in: Opt-out".</li> <li>(C) What are the advantages and disadvantages of ASP?</li> <li>(G) Q.7 ATTEMPT THE FOLLOWING QUESTIONS: (20 MARKS)</li> <li>(A) Differentiate CRM and e-CRM.</li> <li>(B) Explain the importance of CLC in CRM.</li> <li>(B) Explain the importance of CLC in CRM.</li> </ul>   | (A)<br>(B)   | What are the advantage of ASP implementation? Explain the technological components of CRM.   | (6)        |  |
| (A) Why do we need kick-off meeting with implementation of CRM and explain who all are involved in the meeting?  (B) Explain the term "Opt-in: Opt-out".  (C) What are the advantages and disadvantages of ASP?  (B) Explain the EVALUATION (CONTROLLARY)  (C) ATTEMPT THE FOLLOWING QUESTIONS: (20 MARKS)  (C) Differentiate CRM and e-CRM.  (C) Explain the importance of CLC in CRM.  (B) Explain the importance of CLC in CRM.   | (A)<br>(B)   | Explain the four phases of any CRM project. What is embedded permission marketing? Discuss along with proper example.  | (6)        |  |
| Q.7 ATTEMPT THE FOLLOWING QUESTIONS: (20 MARKS)  (A) Differentiate CRM and e-CRM. (8)  (B) Explain the importance of CLC in CRM. (6)   | (A)<br>(B)   | Why do we need kick-off meeting with implementation of CRM and explain who all are involved in the meeting?  Explain the term "Opt-in: Opt-out".   | (6)        |  |
|  | Q.7<br>(A)<br>(B)  | ATTEMPT THE FOLLOWING QUESTIONS: (20 MARKS)  Differentiate CRM and e-CRM.  Explain the importance of CLC in CRM.   | (8)<br>(6) |  |

